

Lee DeGross Appn. Number 10/022,627 Exam. Group/Art Unit 2173 Amnt. B contd.

CLAIMS: Please amend the claims according to the status designations in the following list, which contains all claims that were ever in the application, with the text of all active claims.

1. (ORIGINAL) A first means for blocking and revealing internet advertising comprising:

(a) a second means for placing an image or images of a blocking nature of sufficient size to substantially conceal an internet advertising,

(b) a third means for using a selection method to choose and make the blocking image or images disappear and reveal said internet advertising,

whereby a human can view and hear said internet advertising only if said human wants by using said selection method.

2.-19. (CANCELED)

20. (NEW) The first means of Claim 1, further including an internet network with an internet/television hybrid to said reveal said internet advertising.

21. (NEW) The first means of Claim 1, further including a digital video of said blocking nature of sufficient size to substantially conceal said internet advertising.

22. (NEW) The first means of Claim 1, wherein said image or images is made of an internet advertisement of said blocking nature to substantially conceal said internet advertising.

23. (NEW) The first means of Claim 1, further including said internet advertising that is revealed after a predetermined time.

24. (NEW) A method for a non-advertising illustration superimposed over an internet advertisement includes the steps of:

(a) providing a means for said non-advertising illustration superimposed over said internet advertisement to go into action and remove said non-advertising

illustration when selected by a person,
(b) providing the function of so that said internet advertisement is exposed and able to convey its contents to said person,
whereby said person, without taking any action, is shielded from said internet advertisement by said non-advertising illustration, and
whereby said internet advertisement is shown only if said person wishes by selecting said non-advertising illustration.

25. (NEW) The method of Claim 24, further including an internet network with an internet/television hybrid to reveal said internet advertisement.
26. (NEW) The method of Claim 24, further including using animation in said non-advertising illustration.
27. (NEW) The method of Claim 24, further including an internet advertising superimposed over said internet advertisement.
28. (NEW) The method of Claim 24, further including said non-advertising illustration to remove itself after a predetermined time.
29. (NEW) A process to reveal a covered internet advertisement comprising:
 - (a) providing a covered internet advertisement,
 - (b) providing a covering non-advertising image,
 - (c) providing a selection method,
 - (d) constructing means for said covering non-advertising image to substantially conceal said covered internet advertisement,
 - (e) utilizing said selection method to choose said covering non-advertising image that substantially disappears to reveal said covered internet advertisement,

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whereby a person, without taking any action, is shielded from said covered internet advertisement by said covering non-advertising image, and

whereby a person can view said covered internet advertisement only if said person wants by using said selection method.

30. (NEW) The process of Claim 29, further including an internet with an internet/television hybrid.
31. (NEW) The process of Claim 29, further including a covering non-advertising moving image to substantially conceal said covered internet advertisement.
32. (NEW) The process of Claim 29, further including a covering advertising to substantially conceal said covered internet advertisement.
33. (NEW) The process of Claim 29, further including a covering photograph to substantially conceal said covered internet advertisement.
34. (NEW) The process of Claim 29, further including a covering television commercial to substantially conceal said covered internet advertisement.
35. (NEW) The process of Claim 29, further including said covering non-advertising image to substantially disappear after a predetermined time.
36. (NEW) The process of Claim 29, further including said covering non-advertising moving image to substantially disappear after a predetermined time.
37. (NEW) The process of Claim 29, further including said covering advertising to substantially disappear after a predetermined time.